



Merchant & Associates

M&A's 8 essential elements

1. Strategic Planning

Fundamental to effective marketing.

Relying on a partnering effort dependent on openness and trust, we identify your communication goals and objectives. We use our years of expertise and successes to frame a unique communication strategy that is both highly effective and affordable. We help you understand where you need to go, provide a road map on how to get there, and offer a clear definition of where “there” is.

2. Product Data Presentations

The foundation for technical communication.

We have years of experience putting together product data presentations such as catalogs and spec sheets that deliver the appropriate level of product information. We pride ourselves on always producing accurate and consistent information—whether for a short overview or a long, detailed reference and ordering guide.

3. Print Collateral

The building blocks of effective marketing.

Materials such as brochures, flyers, sell sheets, direct mail, posters and folders, all bearing your corporate identity, present who you are and communicate details about your products and services. Collateral materials are often the most common element of an integrated strategy and must carry the look and feel of the campaign. Our creativity is dynamic yet disciplined. We excel at balancing content and design.

4. Advertising

Building your brand.

Advertising keeps your name in front of customers, reinforcing the message you want to deliver about your products and services. We believe that a consistent ad program pays huge ROI when properly measured. Besides using specific Calls-to-Action, M&A employs a number of reader survey forums to more accurately measure awareness.

5. Electronic Products

Essential components of integrated marketing.

Merchant & Associates designs solid, informative, and easy-to-navigate web sites and CDs, which are essential to integrated marketing, using leading software like Adobe Acrobat, Flash, Dreamweaver, InDesign, and Photoshop.

Our creative department also ensures that your print “look and feel” becomes a common thread in your electronic presentations. We also partner with firms that provide advanced technologies, back-office applications, and site hosting.

6. Tradeshows and Special Events

One-on-one interaction builds relationships.

M&A's hands-on experience helps your trade show or event solidify your business alliances. We design, produce, and manage both stick-built and ready-made trade show exhibits. We also create first-class special events that maximize your budget and ROI.

7. Technical Marketing

A new take on Public Relations.

When it comes to exposure in your key trade publications, M&A has expertise not normally found in typical communication firms. After years of experience with major trade publications, we know the publishing industry inside and out and will leave no stone unturned when it comes to getting “ink” for our clients.

8. Value Added Services

We select the best.

Selecting specialty providers is a minefield for the inexperienced, with hundreds of companies offering services of varying quality. When you work with M&A you are assured services from the best specialty providers, including photographers, video producers, promotion and apparel firms, graphic output services, and CD ROM duplication houses.